



## **Boy! That Air Feels Good!: The untold history of Car Air; how Texas entrepreneurs such as A.R.A., Clardy, Frigette and Mark IV gave drivers what they ... not get from Detroit - Customer Satisfaction.**

*By Rod Barclay*

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**Boy! That Air Feels Good!: The untold history of Car Air; how Texas entrepreneurs such as A.R.A., Clardy, Frigette and Mark IV gave drivers what they ... not get from Detroit - Customer Satisfaction.** By Rod Barclay

The untold history of automobile air conditioning; how a group of Texas pioneer companies, such as: A.R.A., Mark IV and Frigikar, gave sweaty, southern drivers what they could not get from Detroit – a cool, comfortable ride. It took eight years after the close of World War II for Detroit to come out with factory air. It took only two years for these three Texas companies to enter the market, and by 1953 has installed over 10,000 after-market (add-on) units. These three gave birth to an industrial cluster, in and around Dallas and Fort Worth, that at one time included over 30 manufacturers, service companies and suppliers. The activity of this cluster continued for five decades, against Detroit's promise to bury them in five years, peaked around 1995 with shipments of over 1.3 million units, and is still active. Dallas and Fort Worth is home for world-class companies in the auto air conditioning field such as Sanden, A.R.A., 4-Seasons and Victory Climate Systems; all of whom can trace their lineage back to the original three. This book is not a 'How to Do It' book. It is an entertaining story about dedicated pioneering 'Davids' battling the Detroit 'Goliath' with a strange mix of collaboration, camaraderie and competition. 166 pages, 129 photos and illustrations.

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**By Rod Barclay Bibliography**

- Sales Rank: #1871160 in Books
- Published on: 2013-05-23
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .38" w x 7.50" l, .67 pounds
- Binding: Paperback
- 168 pages

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## **Editorial Review**

### About the Author

Rod Barclay is a Mechanical and Industrial Designer and editor of the North Texas Wheel, a newsletter for North Texas members of the Studebaker Drivers Club, Inc. He is active in auto restoration and author of middle grade and young- adult historical novels. He lives in Texas with his wife, Nancy, and three miniature wire-haired Dachshunds.

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